HATTAN Mr. Smoo HATTAN BEACH 22d Reg Ba YORK The Man in the Mo CTOR'S 23D STREET Vandevi CTOR'S PALACE Vanderi NICHOLAS GARDEN Conces TONY PASTOR'S. Vauderili THIRD AVENUE. Town Topic VICTORIA BOOF GARDEN. Vaudevil WALLACK'S. . A Lattle Ray of Sunshin BROOKLYN. HYDE & BEHMAN'S..... Vauderille

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MANHATTAN BEACH HOTEL. 23D REGT. BAND, T. F. SHANNON Director. FREE CONCERTS 6 and 9 P. M.

PAIN'S SPECTACLE AND FIREWORKS, hurf Bathing Establishment Open Until Oct. 2. BIJOU THEATRE. B'WAY & SOTH ST. MATS, TO-DAY & SAT., 2 EVE'GS, 8:15.

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MADISON SQ. THEATRE. 24th st., nr. Broadway. Eveninas 8:30. WHY SMITH LEFT HOME.
Mat. Sat., Fast and furious fun."—Times.

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We are now showing the largest collection of New Fall Styles in New York. None but the foremost makers are represented in our store, and nothing but well made, correctly shaped and dependable goods sold. The prices range from \$9.98 to

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Medium, Gray and Oxford Homespun Suits, jaunty fly-front jacket, lined with taffeta, new habit shape skirt, percaline lined and bound with velveteen,

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The New Fall Skirts from 2.98 upward. The New Fall Waists from 3.98 upward.

Exclusive Novelties in Waists, Skirts and Suits at very attractive prices.

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As Opening Season Values and Congress Shock was dead and Congress Shock and C e. Dinnera a vantage of our year's guarantee hind. The

This article by a Diplomat, whose nam New York's Ideal Scasile Resort. Finest bathing on the coast; in numerical attractions. Str. JOHN SYLVESTER leaves Battery landing daily 11-56 A. M. 220, BE 25c. ROUND TRIF 4.45, 7.20 P. M. Midland cars connect with all S. I. ferries.

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Why Not Make Per pines" and "our easily do so. Each slows contains 160 magnificent, large photographic reproductions of stirring, panels of the productions of stirring, panels of the productions of stirring panels of the productions of Week? cenery, etc. Thomas and U. S. A., says: all and picturesque

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# One Manana/4 Shore Some Good Reasons

"A N advertising lie" is a common colloquial phrase. It is perfectly natural. The bold exploiting of shams has created it. Who shall blame you if suspicion hovers over cheapness?



But cheapness often consorts with dignity-true of this offering of

# Shoes on the Fifth Floor

The price reductions are real. They result from long planning and alert We open the doors to the Fall effort. They are worthy of universal attention.

A Sale of Children's lowing are prices and values:

3 pairs for 25c.—Fast black ribbed cotton; medium weight, with spliced heels and toes and double knees; strong and elastic. Value double knees; strong and clastic, value 12 1-2c, pair.

12 1-2c, pair.—Fast black stockings; two styles of ribs; very fine quality of cotton. They look, wear and will wash well. Worth 20c. 20c, and 25c, pair—An excellent quality of fast black stockings of strong, heavy, elastic cotton; narrow ribbed; double knees and "regular made" feet; narrowed at ankle; sizes 6 to 7, 20c.; 7 1-2 to 10, 25c. Excellent value at 35c. pair.

Secondary 10 to 10, 25c. Excellent value at 35c. pair.

French and

Broadway.

amples of the best workmanship of to one-half less than usual. two factories - that is, samples. They've finished their mission as samples, and are here only briefly, on their way into American homes, Salesmen are making \$50 to \$75 a week at half their value. We bought them with our beautiful new panoranic albums, "Fighting in the Philippines" and "Our New Posses, that way. 2,979 pieces in all, not with the property of more than two of a kind, comprising:

Piates, Salad Bowls, Chop Dishes, Chocolate Pots, Cups and Saucers, Cracker Jars, Bouillon Cups and Saucers. Prices are 15c, to \$3; in every case half value or less. And some dinner sets, exquisitely

decorated, priced thus: A \$20 set of Austrian china for \$13.50. A \$30 set of French china for \$18. Main aisle and Basement. The ranks swell rap-

Tailoring idly of men who are Basement. for Men custom-tailored here. The stuffs shown are fine and up-

Just the proper Table Cloths Pure linen, choice sorts for school and Naplaces wear — neat, dura- and Napkins alone. Made by Stockings ble, very low in a leading Scotch manufacturer with price. - Purchased to advantage much more skill than foresight. months ago for this period. Fol- This result—it concerns you more

than his error: me- TABLE CLOTHS

284 yds, regularly NAPKINS Breakfast, 20 in. sq.; regularly \$4.50; now \$2.75. binner, 25 in. sq.; regularly \$6; now \$4. Two leading styles, but in small quantities.

familiar? Not old, nor imperfect, nor Housefurnishings Austrian China undesirable in all good news for you. You can't stock is sold.

at Half Prices any detail, but learn too well for your own benefit fresh, elegant goods, made as ex- that every price in the sale is a fourth Carpet Sweepers, made by the Bissell Com-pany: "Success," japanned, \$1.25; mckel, \$1.50. Market Baskets, 25c. and 35c. Spring-side Screens, about 150, assorted sizes, 10c.

Scrubbing Brusnes, 3c.
Ammonia, pint bottles, 4c.
Gas Lighter, with box of tapers, 12c,
Japanned Tollet Jars, 50c.
Slaw Cutters' 10c. Can Opener, 1c.
Save-all Candlesticks, prevent waste, 4c.
Step Ladders, 5 ft., folding, with shelf for

100 Clothes Pins for Ic.

Coly 100 to a customer.

And Agateware, scratched or marred a bit on the outside only, at half of regular prices: Roasting Pans, 28c. and 33c.

Water Panis, 44c. & 48c. Covered Buckets, 35c.
Butter Ketfle, 52c. Oblong Tray, 17 in., 26c.
Oval Tray, 16 in., 24c. Cuspidors, 32c. & 34c.
Stove pots, 72c.

Milk Kettles, 24c., 26c. Water Palls, 47c.
Dish Pans, 21 qts., 48c. Foot Tubs, 68c.
Infants' Bath Tubs, 68c. Chamber Palls, 75c.
Measures, 18c., 23c., 30c.
Basement. Colors from the Cam-

Silk to-date. Artistic mechanics cut the cloths and trained tailors make

Blankets pagna, warmth of Italian sunshine. For cloths and trained tailors make them. Add the best economy of the period, and you have the ideal the period, and you have the ideal \$1.75. A large collection just

# Formerly A. T. Stewart & Co., Broadway, 4th ave., 9th and 10th sts.

OVER AUGUST LAST YEAR.

In BUSINESS as in WAR Success comes largely to those

# WHO ARE PREPARED

An early Fall is predicted-Be that as it may, we are ready for demands of the season, and here are some representative offerings.

Opening Season Values in Ladies'

Tailor Made Costumes and

Dress Skirts.

New goods made within past few weeks, not enried over from Spring-they are the correct styles for Fall and Winter ... Quotations are at least one-third less than you will elsewhere find New Up to Date garments of equal qualities.

Fine Black Venetian Cloth Costumes-Reefer Cont or adjustable Jacketsilk lined-with and without velvet collar-advance styles .... 26.98 Novelties in White Corded Silks Very stylish Sults of

Camel's Hair and Wide Wale

menterie, emb'y or fringe-

Chevlot-stitched satin bands-

Reefer and Tight Contadvance styles-Black and Gray.. 18.98 English Serge Costumes of the fashlonable Oxford, Steel Blue, and Brown

Mixtures-latest shape Reefer, black satin lined ..... 9.98 New Black Silk Dress Skirts-Point De Soie and Taffetaflare, double skirt and tunic effects, with chenille, silk, passe-

advance styles ..... 6.98 to 19.98 Fine Black Dress Skirts-All the fashionable materials-Lutest shapesstitched or trim'd ..... 5.98 to 11.98

three pair of a style-Our Price..... \$4.98

cost far more to import. You can also buy this week

Irish Point Sash Curtains 3 yards long

AT \$1.19 that later cannot be duplicated under 1.75 and 1.98 A little purchase, just made, below value!

# Everybody Will Decorate on Dewey Day

If you are wise-buy now .... Aprons are economical purchases, Growing When goods are scarce, prices go up...At present our stocks are large, but prices we now quote ean-Well, it's not be promised after the present

> U. S. Standard Bunting All wool-Best grade made-Fast dye-

There are many inferior qualities and dyes sold as "all wool.—fast colors"—that it is well to boware of..... The above are "Government grade." which calls for highest excellence of quality and color,

> All-Wool Bunting Flags BEST QUALITY. 1.38 8x12 ft.

3x5 ft 6.98 1.79 8x14 ft. 2.69 10x20 ft. 3.59 15x25 ft. 3.98 Silk Flags

Un- On

7x10 inch 5 7 18x24 inch 24 8x12 inch 7 9 24x36 inch 49 8x12 inch 7 11 32x48 inch 59

Un-

mounted. Staff.

As Opening Season Values we will offer LACE BED SETS,

frish Point, Point de Parls, Arabian, Hand Made Antique, Tambour and Scotch Lace Linen, Paper or Leather Covers..... complete with full size spread and Slater Bound... At following special prices:

Are now hose that were 14.98 17.98 and 19.98 11.98 -14.98 and 16.98 9,98 9,98 and 10,98 7.98 and 8.98

# Early Season Values in Dress Silks

Fancy Taffetas 40 styles ..... 69 CENTS comprising

Variegated Satin Stripes-double colors Plain Corded Effects-New shades Brocades in neat designs Figured Stripes with Fancy White Stripes ALL NEW.

Plain Colored Taffetas....... 59 CENTS Fall range of New Fall Shades, also White and Cream-firm weave, bright lustre. for Shirt Waists, guimpes and trimmings

-single, cluster and fancy cords...... 98 and 1.25 As opening Season Values we will offer

> Twenty cases New Fall Flannelettes

At 8% cents. Woven and printed designs Boucle and plain stripes

Polka dots, flower designs and set patterns

Wrappers, Children's Dresses, Negligees and Underwear.... Each season these popular goods exceed in beauty of design and coloring those previously shown. Styles for 1800 and 1900 ARE THE PRETTIEST YET!

Fancy Plaid Dressesgored skirts-pleated yokeswide lapels-4 to 14 years..... 1.49

Mixtures-prettily trim'd-4 to 14.. 1.98

Opening Season Values

Blue and Red Serges and Fancy

Wool Plaids-round yokes

in Children's Aprons.

September means return from the country and opening of schools ... pearance all it should be, The following are in sizes 4 to 14

Lawn and Crossbar-revers Lawn and Crossbar-baby, gretchen and long walst effectsinsertings and ruffles of emb'y .... .49 Fine Lawn-prettily trim'd with emb'y-eight styles .....

ALSO Boys' and Girls' Gingbam Morning Aprons-Mother Hubbard with Star collar or box plaftedbraid trim-2 to 10 years...... .29

fine lace and emb'y trim ..... .95

Finer Lawn-dainty effects

Schools Open Next Week. Students and Scholars can better begin their task if the necessary tools are at hand ... . In our

Sale of School Supplies, prices are such as make it well to buy a full term's supply. Book Straps ..... 1 Book Slates ..... 5

Bik. B'd Erasers 5
Biack Ink. 2
Mucliage—Bottle 3
Mucliage—Stick. 3
Sponges 1
Sharpeners—2 for. 1
Steel Pens—dz. 2
Pen Holders—dz. 2
Drawing Slates 5
Pen Holders—dz. 2
Drawing Booka 3
Pocket Knives. 7
Lead Penclis—
Fountain Pens. 7
with crasers, dz. 5

mposition Books-Single or double lined ..... Students' and Stenographers'

Note Books.....
Pencil Boxes with lock-filled..... Fibre Lunch Boxes-leather straps .... . 12

1.98 and 2.98 Boys' Bags-leather straps...... .2

Tablets . . . 1 Slate Peacils—Chalk—144 pes. . . 5 160 in box . . . 9 Col'd Chalk—6 pes 1 Rulers—12 in.—2 for 1 Blk. B'd Erasers 5 Faber's Erasers . . . 1